Corset Covers

# Our New Store Is Ready to Receive Its Friends

Visitors will observe that the 21st street and 6th avenue section of our new store has been completed and that every department is now housed in the new building, leaving only the completion of the 22d street corner to put a finishing touch to the entire structure. Its architectural beauty has received the highest praise for the harmonious blending of gracefulness of outline with adaptability to the purposes of retail trade, while its lofty ceilings, splendid light, and perfect ventilation will make it an ideal shopping resort, cool and comfortable. We may be pardoned an honest pride at the development of our business, beginning some 16 years ago in a little shop with a 20-foot front and with great houses already in operation all around us. The contrast of that little 20-foot shop with our present store-now one of the largest and handsomest structures in the city-is sufficient evidence of the underlying principles that led the business step by step to its present commanding position, and we need scarcely say that those principles, guided by our larger experience, will continue to lead us on to a higher development. We cordially invite our friends and the public to an inspection of the new building, and are satisfied that the offerings we shall lay before them will make the visit a pleasant and a profitable one to them.

Matting Prices Slaughtered.

Japanese Matting, with strong linen warp, in beautiful carpet patterns, every color imaginable; imported to sell at 18.00; per roll of 40 yards for 7.49, per yard 21c

Double extra hand palmed China Matting; its wearing qualities equal that of carpets; in very pretty patterns; imported to sell at 16.00; per roll of 40 yards for 7.98, per 18C yard.

Heavy reversible Matting, strong and durable, in next blocks and strings with double corded

neat blocks and stripes, with double corded edges; imported to sell at 9.25; par roll of 40 yards for 4.98, per yard,

Rugs for Summer Uses.

The heaviest all-wool Smyrna Rugs that are made, size 9x12 feet, all this season's designs and col-

ors, in almost any style, the regular 35.00 grade for ...... 17.49

Extra heavy Smith Axminster Parlor Rugs, in

beautiful floral designs, regular 14.98

An Oil-Cloth Bargain.

25 Rolls of English sheet OIL CLOTH, made

of heavy canvas, with four coats of baked

enamel, regular price 75c.; a square 39c

A Linoleum Special.

10 Rolls of Hand-made Scotch LINOLEUM, in 2 yard wide sheets, will not crace while they wear; imported to sell at 98c.; a 59c

Furniture Slip Covers for 5-piece suite,

made from Belgian stripe material, bound with best binding. Complete (20 yards of 36-inch material allowed) at \$7.50 a

suite. Correspondingly low prices on all Linen Slip Covers and Window Awn-ings. Estimates furnished and work done

Lace Bed Sets.

Desirable Arabian BED SETS, magnificent designs, attractive values, at 15.98

Porch Screens.

with pulley and cord attachments, outside bark.

56c. 78c. 1.03 1.29 1.95

Mosquito Canopies.

MOSQUITO CANOPIES, umbrella and Dixle styles, 1.39 and ...... 2.75

Window Screens.

400 STANDARD WINDOW SCREENS,

Taylor's celebrated Adirondack Balsam Fir Pillows. Famous grip remedy.

8x12 12x12 12x18 15x18 18x18 24x24

21c 30c 40c 55c 69c 98c

Summer Curtains.

Irish Point Lace CURTAINS, very wide

borders and dainty novelty designs, good value at 4.00 and 6.00; a pair, to 4.98 Ruffle Muslin CURTAINS, nice quality mult,

plain, dots, stripes and spray effects, at, a pair

50c., 75c., 1.10 and 1.75

Imported English Bobbinet Ruffle CUR-TAINS, neat lace insertion and edging; values

1.50, 1.75, 2.35 and 2.69

Grenadine and Snow Flake Summer CURTAINS, beautiful color combinations, at, a pair, 70c. and ......... 1.19

Trunks, Hammocks and

Go-Carts

(Shown on Fifth Floor, rear.)

Trunks at Cut Prices.

CANVAS COVERED TRAVELLING TRUNKS, with narrow hickory slats, solid ends, clamps and knees all riveted on, brass

locks, two trays, cloth lined, for size 32, regular price 7.50...... 5.49
CANVAS COVERED TRAVELLING

BASSWOOD STEAMER TRUNKS, steel

corners and clamps, sheet iron bottom, with

tray, for size 32, regular price 2.49

BASSWOOD STEAMER TRUNKS, narrow hard wood slats protected by malleable

corners and clamps, all riveted on, Excelsion

lock, large size end bolts, deep set up tray with hatpuff and large packing compartment, for size 30, regular price 5.75 4.49

All other sizes in these trunks in proportion.

Hammocks in Great Variety.

2.50 and 4.50 a pair, to close out, for

24x39

27c. ea.

30x39

33c.

6x6 ft. 6x8 ft. 8x8 ft. 8x10 ft. 10x12 ft.

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# Our Photograph Gallery

will be open for the reception of visitors to-morrow. Expert photographers admit that it is to be ranked among the handsomest and most complete photographic studios in the city, being most carefully constructed on the most scientific principles for the purposes for which it is designed, the apparatus and material being the best procurable. The waiting rooms are handsomely furnished, and everything that can add to the comfort and convenience of patrons has been provided.

#### Amateur Photographic Supplies.

In a choice collection of the most approved lines of Kodaks, Cameras, Developers, Films, Plates, Paper and other incidentals. Films and Plates developed free for amateurs until they are acquainted with the working of the camera furnished. The professional experience of the management of our studio is cheerfully placed at the service of novices. All mail orders given prompt attention.

#### A Valuable Souvenir

To commemorate the opening of our Photographic Gallery will be given during its first month's existence to every sitter regardless of the size of their order. This souvenir will consist of a beautiful new style portrait of themselves in natural colors made from the same negative as their photograph, artistically framed, embodying the latest achievement in the "color photography" and worth in many instances more than the photographs cost the sitter.

#### Under the Management of an Expert.

Our photographic studio will be in charge of Mr. Frederick E. Haynes: favorably known as an expert photographer and manager, who has long experience in the management of large photographic galleries and who comes prepared to make ours the popular studio in the city.

Every size Photograph, from miniature to full life size, in the newest and most improved finish, turnished at attractively low 1 50 most improved finish, furnished at attractively low 1.50 to 75.00

Enlarged Portraits in Crayon, Pastel, India Ink and Sepia, in the finest effects, the product of the most skilful and experienced artists, at moderate prices; perfect satisfaction

The making of Children's Photos receives particular attention here, one of our operating rooms being specially devoted to them, with all the accessories and scenic effects designed for this particular purpose.

# Lace Department Specials.

Dresses ready to make up, in Point d'Esprit and Grass Linen, at a saving of 1-3 below regular prices. White Point d'Esprit Dresses, skirt trimmed with two rows of pleated d'Esprit, edged with juby, also skirt and waist appliqued in pretty designs, a large 10.98 number to select from; value \$15.00, at .... Value \$16.50 at 11.98.

All Silk Black Point d'Esprit Dresses, trimmed around the skirt with three rows of pleated liberty, edged with satin ribbon, also appliqued with 19.98 ribbon; value \$25, at ....

Grass Linen Dresses, skirt trimmed with two ruffles of linen edged with colored applique, also waist and skirt appliqued with pretty designs of pink or blue; value \$39.00, at ....

Men's and Women's Taffeta Silk Umbrellas.



Worth from \$2.50 to \$3.50 each. The Men's Umbrellas come in a variety

of natural handles, some of which have a trimming of silver deposit; the Women's Umbrellas are shown in a variety of handles in very pretty designs, of ivory, pearl, etc., trimmed with silver deposit; both styles have case and tassel.

#### Men's Weight Knit Underwear.



Men's Silk Pleated Shirts and At 80c Drawers, that is, the entire surface of the shirts and drawers are silk with a lisle thread back, in novi

color, sizes 32 to 40; drawers, 36-38; also light blue shirts, 34-36; drawers, 32 to 38; and a few odd sizes in cream; on account of the broken sizes we have concluded to sell them at the extremely low price named. Remember that they are otherwise perfect and sold everywhere for \$2.00 and \$2.50

Men's Balbriggan Shirts, the regular way for 45c.

Men's Balbriggan Shirts, long or short sleeves, draw-ers to match, with regular or short legs, a very super-ior quality, sizes 30 to 50.

### Men's Negligee Shirts. 1,000 Men's White Madras Negligee Shirts, plain



or pleated bosoms; also 2,500 Colored Woven Madras Shirts, over 50 beautiful patterns to select from; these Colored Shirts have one pair of detached cuffs; among this lot are Shirts that are selling to-day, elsewhere, for

Men. White Linen Negligee Shirts. cuffs attached, very superior quality and excellent designs, well worth \$4.00, at

Also immense assortments of Men's and Boys' Negligee Shirts, in all the fashionable materials, at most remarkably low prices.

# High Grade Refrigerators.

and					amber and water	
		Width.	Depth.	Height.	Ice Capacity.	Price.:
No.	33	24 ins.	16 ins.	39 ins.	30 pounds.	<b>5.98</b>
No.	34	27 ins.	18 ins.	41 ins.	40 pounds.	7.98
No.	35	30 ins.	19 ins.	43 ins.	60 pounds.	9.98
No.	36	36 ins.	21 ins.	46 ins.	100 pounds.	12.98
		Apartment H	ouse Boxes	at equally	low prices.	



CANVAS WEAVE HAMMOCKS, valance, pillow and spreader, assorted colors; value 2.49, for .... CANVAS WEAVE HAMMOCKS, in assoriel golf designs, with steel spreader, pillow, valance, &c., value 2.98, 1.98

CANVAS WEAVE HAMMOCKS, in black spreader; value 3.49, for ........ 2.49 HAMMOCKS, with 18 inch valance, pillow and spreader; extra size bed, in assorted colors, value 1.98, for ..... 1.25

Sixth Avenue, 21st and 22d Streets.

# Goods Co. SIMPSON, CRAWFORD & SIMPSON. Imported Wash Goods.

-	SIKS. a score that present only ordinary attractions.							
-	27 inch black Habutai Silk, an excellent quality; Monday							
	Underwear. The filmy and fine from France. With Monday appears our latest, largest shipment of Prench Underwear. It is only waste of the reader's time to give unessential details. French art is supreme and indefinable. This new display shows it in the rarest variety.							
***************************************	French Hand-made Chemise, Corset Covers, Drawers, Choice { 85c							
-	French hand-made Chemise and Drawers, with ribbons and laces 1.45							
	Frence hand-embroidered Drawers and Night Gowns (extra size) 1.98							
	Diversified line of French hand-made, lace trimmed Linen Lawn Gowns 3.75							
-	A Trousseau Opportunity, Chemise Drawers  Beautiful, rich pieces, to match—choice,							

#### Estimates provided for Monograms and Crests.

The Domestic Underwear.	1
Corset Covers, long, straight effects in tucked nainsook 500	1
Corset Covers, very elaborately trimmed, entirely made of lace insertions and ribbons	; ·
Drawers, in cambric, with lace edge	
Drawers, cambric and nainsook, embroidered 500	:
Gowns, Empire, with lace insertion yoke	:
Gowns, Empire, lace trimmed	:
Petticoats, with tucked cambric ruffle	0
Petticoats, embroidered and lace trimmed ruffle	2
Petticoats, very elaborate lace ruffles	3
Dancing Skirts, a mass of ruffles, trimmed to knees	3
Lawn Matinees, with embroidery and lace	,
Long Crepe Kimonas, satin faced	3
Shirt Waists To gauge the numbers is out of the question. To	١,

Snirt waists. define the values is easier. No waists as good, as smart, as attractive are to be bought even approximately at our prices. White Waists, entire front of embroidery and tucks..... 98c White, button back, entire front of embroidery and lace..... 2.50 Grass Linen Tucked Waists, much bought and worn............. 1.75

Pongee Waists, with tucked fronts, the limit of coolness and com-India Silk Waists, unlined and without an ounce of superfluous weight; shape splendidly to existing styles; in black and white, hemstitched and India Silk - Tucked Button Back, Empire effect...... 5.75 Albatross Waists—allcolors—a slight admixture of wool strengthens but does not stiffen..... 2.75 Surah Silk Waists, black and white and blue and white stripes ...... 3.98 Wash Waists in imported Charvet silk ...... 3.50

Stocks of this size need constant weeding. In evidence Lace Dept. of this the following show every sign of determined JAPANESE PORCH SCREENS complete sacrifice :

45 inch high lustre black La Tosca Net; regularly 85c., at..... 59c 72 inch black Silk Brussels Net, regularly \$1.25, at...... 98c Ring spot and figured black Silk Nets, 48 inches wide, regularly 75c \$1.10, at..... Nottingham Lace Allovers, white and butter shades, regu- 25c and 30c larly 48c. and 65c., now....

10,000 Yards Openwork Insertions, Cambric and Nain-Embroidery. sook-Splendid Styles.

In the short space of Monday's selling hours we fully expect to close out the bulk of the 10,000 yards - fine, new, fresh goods, of utmost fashion.

8c., 10c., 121/2c. A Third Below Usual.

And on the Main Floor-

Embroidery Allovers, 22 inch, sold up to \$1.50, now ...... 75c. and 98c 

#### Ladies' Neckwear.

White and colored effects, in lawn and dimity barbes, sold up to 25c., at	10
Polka dot, striped and white lace trimmed Ties	
Grass linen and batiste Sailor Collars, tucked and lace 48c and trimmed	98
A Novelty—The Handkerchief Stock Collar (silk and linen)	1.4
Art Dent   "To the Eye"-	~~~

Imported Dimities,

9c.

Lay them alongside 22c. importations-it

will tax any one's judgment to tell which is

the foreigner. The makers had no idea they

would sell under 15c-as other houses of our

Black and white effects, small, neat figures,

cluster patterns; in short, all the best liked

styles of to-day are here on a sheer, choice

fabric. We have sold many a Dimity - but

Sheets.

Pillow Cases.

13c 50x36.

63x90 34c 42c 90x99 52c 72x90 38c 47c 90x108 57c 81x90 42c 51c

38c 90x90.

46c 52c

11c

standing do.

never this way.

28c

42x36...9c 13c 45x36...10c 14c

### Art Dept.

Irish Point Scarfs and Shams, considerably below value.

> Scarfs. 20 by 36 ..... 39c 20 by 54 ..... 48c

Shams. 32 by 32 ..... 48c Colored Embroidered Empire designs in Irish Point Scarf and 25c

#### Shams Gibson Pillow Tops

never tire the eye. There is a restfulness about them lacking in many of the crude, flaring effects commonly bought. In boudoirs, libraries, cozy corners, they fit in and harmonize in a refined manner.

A dozen subjects for embroid- 50c ering; top with back ...... Mr. Nagahama will continue his art em-

broidery classes this week. Nineteenth St.

A surplus is to be regulated - the finest from France, Germany and the Continent at sweeping price reductions.

Satin Broche — Satin Dimities — soft finished Mousseline de L'Inde 25c Silk striped Edelweiss, a delightful Swiss idea..... 75a That were \$1.00 and \$1.25.

Embroidered Batiste in natural colors..... 63e 

## Summer Has Created Its Own Typical Hat—Informal But Smart.

There are four styles, equally effective, in combinations of straw and Japanese silks, principally white effects. We are safe in claiming them 2.48 equal to the generality at \$4.00; Monday...... 2.48

Black Open Braid Sailor Effects, trimmed with soft black or white feather Breasts and large roseties of satin black velvet ribbon. We should unquestionably ask \$6 at any other time; Monday........... 3.95

# Attractive Dress Hat Shapes.

# Midsummer Dresses.

Airiest, daintiest-the most alluring. New ideas first see the light here that afterwards become standards of style—and those who buy them set those

Tallored Etamine Suit of the better grade of material, in black and blue, self color silk lining of the best quality taffeta, drop skirt with deep flounce, cost and 

Foulard Silk Dresses, in four choice patterns, waist and skirt lace trimmed, effective modes, made over white lawn; a \$25.00 value at.. 15.75 Mercerized Cotton Dresses, in blue and rose pink, waist and skirt beautifully 

Cotton Batiste Dress, in colors; new model; button front or back - waist lace trimmed; has the appearance and snap of a high-priced 7.75

Shirt Waist Su'ts of Gingham, Percales and Chambray, solid colors or striped effects, prettily trimmed; were \$7.75; to close we offer 5.00 Etamine Dress Skirt in black and blue, excellent grade material, good full sweep;

Linen and Duck Skirts...... 225

We have an unexcelled line of Ladies' and Misses' Bathing Suits.

# Mattings-- Closing Out.

After an exceptionally encouraging season that saw hundreds and hundreds of rolls sold, the inevitable aftermath must be reckaned with. Broken lines, isolated designs, single rolls, will now go at fractional values.

Japanese Mattings, best grade manufactured, magnificent designs, beautiful colorings, tough, wiry straw, previously sold at \$24.50 per 40 yard 17.00

# OTHER FURNISHINGS SHOW EQUAL ATTRACTIONS.

Muslin Curtains, with ruffle, manufactured to sell for \$1.75 per pair, re- 98c Mosquito Screens (adjustable), in stained walnut or ash frames, 18c up. Hammocks, Honeycomb weave, 3 color combinations, hickory wood bars at head and foot. Full Valance, very serviceable, actual value \$2.75 1.95 Mosquito Canopies, with fixtures..... 95c Straw Piazza Seats, each ...... 40 Bamboo Porch Screens, best quality, size 8 ft. by 8 ft., at, each..... 96c Opaque Window Shades, mounted on spring rollers, size 3 ft. by 6 ft., 22c

#### Coolest Looking and Feeling Rugs.

Japanese Cotton Rugs, in blue and white, and green and white, at marked reductions from usual prices.

Size 6 ft. by 9 ft., 6.95; value 9.50 Size 7½ ft. by 10½ ft., 8.75; value 12.50 Size 9 ft. by 12 ft., 11.95; value 16.50

#### Brass and Iron Beds, Mattresses, Pillows, Etc.

S. C. & S. Combination Leader. Combination White Enameled Bed, heavy posts and ornamented fillings, complete brass rails, mounts, spindles and vases. for Sanitary Elastic Felt Mattress, durable, clean and healthful, 21.50; in. border, San Remo tick. 1 Steel frame, best swing wire spring, wire lacings, with spiral value springs at end.

Pure white South American Hair Mattresses, 45 lbs. weight, San Remo or Colonial ticking, in one or two parts, actual value \$27.50, 21.00 for.......

Live-geese Feather Pillows, size 22x28 in., steam cleaned, guaranteed 1.45

Feather Pillows, guaranteed odorless; size 22x28 in., best grade ticking, 85c

Twentieth St.